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THE TELEVISION BUREAU OF ADVERTISING'S REPORT ON THE SCOPE AND DIMENSIONS OF TELEVISION TODAY

TV HOMES CLIMB TO 83.3 MILLION

Number of TV Homes	83.3 Million
Number of Color TV Homes	73.9 Million (89% of TV Homes)
Number of Multi-Set Homes	45.4 Million (55% of TV Homes)
Time spent with TV per home per day	6 Hrs. 48 Mins.
Total time spent with TV per day	554 Million Hours

Source A.C. Nielsen: TV Homes, Jan 1983; time spent, 1982 annual average

TV SET OWNERSHIP AT 98%... AND VIEWING IS HEAVY

	Avg. Viewing Time per TV Home per day		Avg. Viewing Time per TV Home per day
TOTAL U.S.	7:33	LADY OF HOUSE	
TERRITORY		18-34 Yrs.	7:29
Northeast	7:27	35-54 Yrs.	8:35
East Central	7:55	55 Yrs. & Over	7:14
West Central	7:13	HOUSEHOLD INCOME	
South	7:55	Under $10,000	6:52
Pacific	7:05	$15,000 and Over	7:44
COUNTY SIZE		$20,000 and Over	7:37
A	7:19	$30,000 and Over	7:26
B	7:34		
C&D	7:52	EDUCATION OF	
HOUSEHOLD SIZE		HEAD OF HOUSE	
1	5:33	Under 4 Yrs. H.S.	8:11
2	6:49	4 Yrs. H.S.	8:07
3+	9:04	1+ Yrs. College	6:29
4+	9:28	4+ Years College	6:14

Source: A.C. Nielsen, Feb. '83

GROWTH OF COMMERCIAL TELEVISION STATIONS

TV Stations	1955	1960	1965	1970	1975	1980	1983
Total	411	515	569	677	706	734	815
VHF	297	440	481	501	514	516	519
UHF	114	75	88	176	192	218	296

Source: Television Digest, Jan. of each year

TV VIEWING NOW 6 HOURS 48 MINUTES PER DAY

	Daily TV Viewing Per TV Home
1950	4 hours 35 minutes
1955	4 hours 51 minutes
1960	5 hours 6 minutes
1965	5 hours 29 minutes
1970	5 hours 56 minutes
1975	6 hours 7 minutes
1980	6 hours 36 minutes
1982	6 hours 48 minutes

Source: A.C. Nielsen, annual averages

SUMMER VIEWING INCREASES...AND VIEWING LEVELS ARE HIGH...TOPPING 6 HOURS PER DAY

Daily TV Viewing per TV Home	% Homes Using TV During Avg. Minute—1982	Summer June-Aug.	9 "other" months
1955 3 hrs. 58 mins.			
1960 4 hrs. 10 mins.	Daytime M-F		
1965 4 hrs. 36 mins.	10 am-4:30 pm	26%	27%
1970 5 hrs. 5 mins.			
1975 5 hrs. 20 mins.	Late Night M-S		
1980 5 hrs. 54 mins.	11 pm-1 am	33%	33%
1982 6 hrs. 13 mins.			

Source: A.C. Nielsen

TV ATTRACTS THOUSANDS OF ADVERTISERS AND BRANDS

	Network TV	Spot TV
Advertisers	593	2,384
Brands	2,475	10,139

Source: BAR, 1982

TELEVISION REACHES PEOPLE

In an Average Day	In an Average Week		Daily Hours of Viewing
88%	94%	of all TV households	7:33
74%	88%	of all men	4:23
79%	91%	of all women	5:01
70%	90%	of all teens 12-17	3:36
79%	92%	of all children 2-11	3:54

Source: A.C. Nielsen, Reach—Feb. '82, Viewing—Feb. '83

DISTRIBUTION OF TOTAL TIME SPENT DAILY WITH MEDIA BY ADULTS

	All Adults	In $30,000+ Income Homes	College Educated
Television	52%	49%	44%
Radio	33%	32%	35%
Newspapers	9%	11%	12%
Magazines	6%	8%	9%

Source: TvB/R.H. Bruskin, Jan 1982

ADVERTISING AGENCIES THE TOP 10 TV USERS IN 1982

Agency	Millions of Dollars TV Network	TV Spot	Total TV	TV's Share of Total Billings
1. Young & Rubicam	$603.9	$257.4	$861.3	57%
2. J. Walter Thompson	531.3	302.1	833.4	65%
3. BBDO	349.0	203.0	552.0	54%
4. Leo Burnett	376.0	139.0	515.0	56%
5. Dancer Fitzgerald Sample	295.3	169.3	464.6	82%
6. Ogilvy & Mather	289.3	150.0	439.3	66%
7. Grey Advertising	314.7	110.4	425.1	65%
8. Doyle, Dane, Bernbach	213.6	148.8	362.4	43%
9. D'Arcy-MacManus & Masius	170.0	155.0	325.0	56%
10. Foote, Cone & Belding	205.5	120.0	325.0	62%

Source: Broadcasting Magazine

LEADING LOCAL TV CATEGORIES

	(Add 000) 1981	1982	% Change
1. Restaurants & Drive-Ins	$351,247.7	$405,908.5	+16
2. Food Stores & Supermarkets	175,191.9	192,989.4	+10
3. Banks, Savings & Loans	157,536.1	175,215.5	− 1
4. Department Stores	139,447.1	140,766.6	+ 1
5. Auto Dealers*	113,182.6	121,102.5	+ 7
6. Radio Stations & Cable TV	99,334.6	120,388.0	+21
7. Furniture Stores	118,044.9	112,927.9	− 4
8. Amusements & Entertainment	79,318.6	90,557.6	+14
9. Movies	99,407.5	90,357.6	− 9
10. Discount Department Stores	84,544.9	77,516.4	− 8

Source: BAR *Dealer Associations Not Included

CABLE TV OPERATING SYSTEMS AND SUBSCRIBERS

	1960	1965	1970	1975	1980	1983*
Operating Systems	640	1,325	2,490	3,366	4,048	5,000
Subscribers (millions)	0.7	1.3	4.5	9.8	15.5	30.2
% of TV Homes	1.4%	2.4%	7.6%	14.3%	20.5%	36.3%

Source: Television Digest, Jan. 1 of each year *Broadcasting Yearbook—1983

CABLE HOUSEHOLDS CONTINUE TO VIEW OVER-THE-AIR STATIONS

Viewing:	Viewing By Type of TV Household (avg. hours per week) Non-Cable Homes	Basic Cable Homes	Pay Cable Homes
Over-the-Air	46.4	44.9	46.9
Cable Originated	—	3.0	4.6
Pay Cable	—	—	9.8

Source: A.C. Nielsen, Nov. 1982

TOTAL ADVERTISING VOLUME REACHES $66.6 BILLION: MAJOR MEDIA: $43.0 BILLION

	Millions of Dollars 1981	1982	% Change	% of Total
Total Advertising	$60,430	$66,580	+10.2	100.0
TELEVISION	12,650	14,329	+13.3	21.5
Newspapers	16,528	17,694	+ 7.1	26.6
Magazines	3,533	3,710	+ 5.0	5.6
Radio	4,230	4,670	+10.4	7.0
Outdoor	650	721	+10.9	1.1
Business Papers	1,841	1,876	+ 1.9	2.8
All Others	20,998	23,580	+12.3	35.4

Source: McCann-Erickson 5/83

NATIONAL ADVERTISING INVESTMENTS IN MAJOR MEDIA $20.5 BILLION

	Millions of Dollars 1981	1982	% Change	% of Total
TELEVISION	$ 9,305	$10,570	+13.6	51.6
Network	5,575	6,210	+11.4	30.3
Spot	3,730	4,360	+16.9	21.3
Newspapers	2,259	2,452	+ 8.6	12.0
Magazines	3,533	3,710	+ 5.0	18.1
Radio (Network & Spot)	1,109	1,178	+ 6.2	5.7
Outdoor	650	721	+10.9	3.5
Business Papers	1,841	1,876	+ 1.9	9.1
Total Major Media	$18,697	$20,507	+ 9.7	100.0

Source: McCann-Erickson 5/83

LOCAL ADVERTISING INVESTMENTS IN MAJOR MEDIA REACH $22.7 BILLION

	Millions of Dollars 1981	1982	% Change	% of Total
TELEVISION	$ 3,345	$ 3,759	+12.4	16.5
Newspapers	14,269	15,242	+ 6.8	67.0
Retail	9,686	10,390	+ 7.3	45.7
Classified	4,583	4,852	+ 5.9	21.3
Radio	3,121	3,492	+11.9	15.4
Outdoor	231	256	+10.9	1.1
Total Major Media	$20,966	$22,749	+ 8.5	100.0

Source: McCann-Erickson 5/83

COLOR TV PENETRATION TOPS 88%... 73.9 MILLION TV HOMES HAVE COLOR

	Color Households	Penetration of TV Households
1960	340,000	0.7%
1965	2,810,000	4.9
1970	23,400,000	39.2
1975	48,500,000	70.8
1980	63,350,000	83.0
1983	73,890,000	88.7

Source: NBC, 1960-75; A.C. Nielsen, 1980-83

TELEVISION SET SALES

	Total	Color	Monochrome
1975	10,637,000	6,219,000	4,418,000
1976	14,131,000	8,194,000	5,937,000
1977	15,431,000	9,341,000	6,090,000
1978	17,406,000	10,674,000	6,732,000
1979	16,619,000	10,043,000	6,576,000
1980	18,532,000	11,803,000	6,729,000
1981	18,479,000	12,423,000	6,056,000
1982	16,406,000	11,484,000	4,922,000

Source: EIA, Domestic & Imports

TV VOTED MOST AUTHORITATIVE— CREATIVE—INFLUENTIAL

Which advertising is the most:	% of Adults 18 Yrs. + Authoritative	Creative	Influential
Television	57%	67%	84%
Newspapers	20	3	7
Magazines	11	15	2
Radio	5	8	3

Source: TvB/R.H. Bruskin, Jan. 1982

TV VOTED MOST BELIEVABLE

	% of Adults Responding 1959	1964	1968	1972	1976	1978	1980	1982
Television	29%	41%	44%	48%	51%	47%	51%	53%
Newspapers	32	23	21	21	22	23	22	22
Radio	12	8	8	8	7	9	8	6
Magazines	10	10	11	10	9	9	9	8
Don't know	17	18	16	13	11	12	10	11

Source: TIO/Roper

TV VOTED SOURCE OF MOST NEWS

	% of Adults Responding 1959	1964	1968	1972	1976	1978	1980	1982
Television	51%	58%	59%	64%	64%	67%	64%	65%
Newspapers	57	56	49	50	49	49	44	44
Radio	34	26	25	21	19	20	18	18
Magazine	8	8	7	6	7	5	5	6

Source: TIO/Roper

LENGTH OF ANNOUNCEMENTS— THE 30 SECOND DOMINATES

	Non-Network				
Announcement Length	1965	1970	1975	1980	1982
10 seconds	16%	12%	9%	8%	6%
20 seconds	14	5	1	—	—
30 seconds	1	48	79	85	88
60's piggybacked	5	9	1	—	—
60 sec. or more	64	26	10	7	6
	100%	100%	100%	100%	100%

	Network				
Announcement Length	1965	1970	1975	1980	1982
10 seconds	—%	—%	—%	1%	1%
20 seconds	—	—	—	—	—
30 seconds	—	25	79	85	87
60's piggybacked	23	47	15	11	10
60 sec. or more	77	27	6	2	2
	100%	100%	100%	100%	100%

Source: BAR

TOP 40 LOCAL TELEVISION CATEGORIES, 1982

	Rank	TV $ in Millions	% Chg. over 1981	Percent of Commercials By Daypart: Day M-F	Early Eve	Night	Late Night	Wkend Day
Amusements & Entertainment	8	90.6	+14	37	24	8	20	11
Appliance Stores	13	50.1	+ 6	33	21	9	26	11
Auto Dealers	5	121.1	+ 7	24	23	10	31	12
Auto Repair & Service Stations	16	43.9	+28	14	30	13	29	14
Auto Supply Stores	19	29.8	+20	14	30	14	28	14
Banks, Savings & Loan Ass'ns	3	155.2	- 1	20	31	20	22	7
Builders & Real Estate Agents	25	24.5	0	34	22	10	24	10
Business & Financial Services	37	10.8	+139	41	18	9	22	10
Carpet & Floor Covering Stores	24	26.2	- 6	49	16	7	21	7
Clothing Stores	12	54.9	+10	38	24	8	21	9
Dairy Stores	39	8.7	+10	34	29	7	16	14
Department Stores	4	140.8	+ 1	39	29	10	18	4
Discount Department Stores	10	77.5	- 8	39	31	10	16	4
Drug Stores	15	45.3	+34	43	29	8	15	5
Food Stores & Supermarkets	2	193.0	+10	41	28	14	13	4
Furniture Stores	7	112.9	- 4	43	18	7	24	8
Gas, Electric & Water Companies	27	23.6	+15	24	31	19	21	5
Hardware Stores	28	23.0	+ 8	23	39	7	23	8
Health Clubs & Reducing Salons	22	27.7	- 5	71	14	4	8	3
Home Improvement Contractors	14	46.7	+ 9	39	22	10	19	10
Hotels & Resorts	18	36.9	+56	33	24	11	22	10
Investment Brokers	36	11.0	-11	36	17	12	23	12
Jewelry Stores	29	22.8	- 1	37	24	8	24	7
Legal Services	35	11.0	+79	60	10	5	20	5
Leisure Time Act. & Services	11	74.7	+25	32	26	11	20	11
Loan & Mortgage Companies	34	12.1	- 4	43	17	8	23	9
Mail Order Cat. & Showrooms	31	17.9	+21	39	28	10	16	7
Medical & Dental Services	21	27.8	+24	63	13	5	11	8
Movies	9	90.4	- 9	13	28	15	38	6
Music Stores	40	6.5	-14	37	17	8	28	10
Newspapers	30	19.5	+ 8	20	31	18	23	8
Optical Services & Suppliers	33	13.3	+23	40	25	10	20	5
Radio Stations & Cable TV	6	120.4	+21	38	24	12	17	9
Rental Services	26	23.8	+25	60	15	4	12	9
Restaurants & Drive-Ins	1	405.9	+16	20	33	17	21	9
Schools & Colleges	23	26.8	+31	72	9	3	11	5
Shoe Stores	20	28.0	- 1	38	32	8	15	7
Shopping Centers & Ass'ns	32	15.3	+11	54	20	7	15	4
Sport, Hobby & Toy Stores	17	38.8	+12	37	23	9	22	9
Variety Stores	38	8.9	+21	48	29	7	13	3

TOP 40 LOCAL TELEVISION CATEGORIES, 1982

	Percent of Commercials By Length		
	10	30	60
Amusements & Entertainment	14	82	3
Appliance Stores	8	89	3
Auto Dealers	9	88	2
Auto Repair & Service Stations	15	84	1
Auto Supply Stores	9	90	–
Banks, Savings & Loan Ass'ns	9	87	4
Builders & Real Estate Agents	8	84	6
Business & Financial Services	7	88	4
Carpet & Floor Covering Stores	7	93	–
Clothing Stores	16	84	–
Dairy Stores	32	68	–
Department Stores	13	86	1
Discount Department Stores	5	95	–
Drug Stores	4	96	–
Food Stores & Supermarkets	7	91	1
Furniture Stores	11	88	–
Gas, Electric & Water Companies	5	85	10
Hardware Stores	2	98	–
Health Clubs & Reducing Salons	14	76	10
Home Improvement Contractors	9	84	6
Hotels & Resorts	5	88	6
Investment Brokers	3	81	16
Jewelry Stores	13	85	–
Legal Services	16	83	1
Leisure Time Act. & Services	16	82	2
Loan & Mortgage Companies	4	95	1
Mail Order Cat. & Showrooms	3	86	6*
Medical & Dental Services	7	88	4
Movies	3	96	1
Music Stores	13	84	3
Newspapers	8	87	5
Optical Services & Suppliers	10	90	–
Radio Stations & Cable TV	15	83	1
Rental Services	3	97	–
Restaurants & Drive-Ins	5	94	1
Schools & Colleges	6	89	4
Shoe Stores	10	90	–
Shopping Centers & Ass'ns	33	65	1
Sport, Hobby & Toy Stores	11	89	–
Variety Stores	1	99	–

*Also 5% in 120-sec commercials

Percent of Commercials By Month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
9.4	9.8	8.9	8.6	8.1	8.6	8.8	10.4	7.9	7.8	6.7	5.0
7.3	8.2	7.6	7.5	7.0	7.3	7.9	8.8	7.8	8.1	10.5	12.0
7.9	9.0	9.3	8.1	8.8	8.1	9.4	9.8	8.1	7.8	8.0	5.7
7.4	7.4	8.9	8.7	8.2	9.3	9.5	10.1	9.3	8.3	7.8	5.1
6.0	5.6	9.8	11.3	12.1	8.6	7.5	7.0	9.0	8.9	8.6	5.6
12.0	8.9	8.3	8.8	7.8	7.3	7.2	5.2	7.9	9.7	8.8	8.1
8.1	9.9	11.3	8.7	9.0	8.5	7.8	10.5	8.8	7.3	6.9	3.2
10.2	13.4	8.9	21.5	8.9	7.4	5.6	4.3	4.6	5.7	5.2	4.3
9.9	9.4	10.4	8.5	9.1	7.8	7.2	6.3	8.2	8.9	9.0	5.3
7.1	5.1	6.2	7.4	7.3	7.2	5.5	10.8	8.5	7.9	11.0	16.0
6.2	7.7	5.0	7.3	9.0	10.3	8.1	6.2	7.2	8.7	10.4	13.9
5.3	5.4	8.2	7.4	8.1	7.8	4.0	9.8	7.4	8.6	10.2	17.8
4.1	5.8	6.3	7.6	8.3	6.0	4.8	9.2	6.3	10.1	12.4	19.1
4.0	6.9	6.6	9.4	8.1	9.0	5.0	6.2	8.9	7.1	9.6	19.2
7.7	8.5	8.9	8.4	9.3	8.0	7.4	7.8	8.6	8.3	8.6	8.5
9.4	9.9	9.0	7.7	8.0	7.5	8.3	8.3	7.7	8.3	8.5	7.4
6.6	7.4	8.9	7.7	7.6	9.1	8.9	8.7	9.5	7.6	10.7	7.3
5.7	6.4	8.0	10.5	10.5	10.8	6.1	7.3	9.7	7.6	9.6	7.8
11.1	10.4	10.7	8.4	8.7	7.6	7.7	6.3	7.9	8.0	7.7	5.5
5.8	7.2	8.7	9.2	10.2	8.8	8.5	8.3	8.8	10.1	8.8	5.6
7.6	11.3	7.5	13.1	10.7	11.6	8.9	7.1	5.2	5.6	5.4	6.0
7.5	10.1	9.7	9.2	8.1	6.6	7.5	5.7	6.1	10.0	11.4	8.1
2.9	5.5	3.8	6.7	9.3	7.8	4.2	3.9	5.4	6.7	15.3	28.5
7.5	7.6	7.5	7.7	8.0	9.6	9.0	9.0	9.5	9.1	9.2	6.3
6.7	6.6	8.2	8.2	9.0	13.9	16.7	13.4	6.7	4.5	3.7	2.4
8.3	8.0	9.4	7.7	6.9	8.2	8.5	7.8	8.0	8.2	10.4	8.6
4.1	2.9	1.9	3.2	4.8	1.6	2.0	2.1	8.7	7.2	23.4	38.1
9.0	9.0	9.1	8.7	8.6	8.2	8.3	8.1	8.5	7.7	7.8	7.0
7.7	9.2	7.8	8.3	8.6	10.0	10.6	12.7	5.9	5.6	7.6	6.0
6.6	8.5	7.0	4.6	4.1	6.4	5.5	7.5	8.7	7.0	12.7	21.4
6.9	8.6	10.3	7.9	6.8	6.8	6.4	9.4	9.9	11.1	10.1	5.8
7.9	10.5	11.5	11.3	10.9	9.9	6.5	9.3	6.6	5.5	6.1	4.0
5.6	6.9	9.9	12.8	11.3	7.0	5.0	4.6	7.5	12.2	10.6	6.6
7.2	8.0	8.9	8.7	8.1	8.1	7.9	8.4	9.4	8.6	8.6	8.1
6.5	7.2	8.6	8.2	8.1	9.0	9.7	10.2	8.6	8.7	8.0	7.2
8.6	8.7	8.6	7.2	7.8	8.1	7.3	12.1	9.3	7.4	8.0	6.9
2.2	2.3	9.0	14.6	10.2	5.6	3.1	13.1	10.5	8.3	10.4	10.7
5.4	3.8	6.4	6.8	4.7	3.9	6.9	11.0	6.2	6.5	12.0	26.4
4.5	5.6	4.0	4.8	6.2	6.5	7.4	8.7	7.1	6.5	15.3	23.4
3.6	4.1	7.8	6.3	6.6	8.1	6.1	10.0	8.7	8.7	15.4	14.6

When a number is in color its shows this month is the category's highest TV month.

TOP 100 TELEVISION ADVERTISERS • 1982 Add (000)

	Spot TV	Network TV	Total TV
1. Procter & Gamble	$179,473.8	$397,418.0	$576,891.8
2. General Foods	70,802.5	232,349.4	303,151.9
3. General Mills	107,682.6	93,628.5	201,311.1
4. American Home Pdts.	36,682.9	160,767.2	197,450.1
5. General Motors	27,241.3	164,261.5	191,502.8
6. Pepsico	88,030.7	75,857.8	163,888.5
7. American Tel. & Tel.	66,092.5	95,086.2	161,178.7
8. Lever Brothers	43,761.5	111,811.7	155,573.2
9. McDonald's	94,148.4	59,875.9	154,024.3
10. Ford Motor	22,602.4	128,885.4	151,487.8
11. Philip Morris	34,762.4	110,786.8	145,549.2
12. Coca Cola	59,283.2	85,673.1	144,956.3
13. Anheuser-Busch	47,449.6	95,676.5	143,126.1
14. Johnson & Johnson	7,180.4	121,845.3	129,025.7
15. Dart & Kraft	64,275.7	61,743.6	126,019.3
16. Sears Roebuck	17,529.4	102,563.8	120,093.2
17. Bristol-Myers	12,590.9	105,600.6	118,191.5
18. Pillsbury	44,176.4	72,942.0	117,118.4
19. Warner-Lambert Phar.	32,818.8	80,900.8	113,719.6
20. Warner Comm.	28,241.8	79,177.2	107,419.0
21. Ralston Purina	23,066.9	82,570.7	105,637.6
22. R.J. Reynolds Industries	47,758.1	56,862.7	104,620.8
23. Mars	46,506.2	49,603.1	96,109.3
24. Chrysler	25,660.5	68,219.5	93,880.0
25. Kellogg	30,053.5	61,010.2	91,063.7
26. Nabisco Brands	19,939.2	66,578.8	86,518.0
27. Colgate Palmolive	23,877.2	59,653.9	83,531.1
28. The Gillette	8,632.5	74,025.4	82,657.9
29. Sterling Drug	15,905.0	66,383.7	82,288.7
30. Mattel	19,152.9	60,810.0	79,962.9
31. Nestle S.A.	28,556.3	49,105.1	77,661.4
32. Consolidated Foods	17,907.1	55,107.9	73,015.0
33. Beecham Group	5,009.1	66,725.1	71,734.2
34. Eastman Kodak	5,844.0	63,267.0	69,111.0
35. H.J. Heinz	22,631.8	45,916.0	68,547.8
36. Toyota Mtr. Sales	44,792.0	21,244.0	66,036.0
37. Wm. Wrigley Jr.	16,669.3	47,515.3	64,184.6
38. Richardson-Vicks	13,775.8	48,475.6	62,251.4
39. Nissan Mtr. Corp., USA	35,289.1	23,548.1	58,837.2
40. Esmark, Inc.	8,819.3	49,357.8	58,177.1
41. Campbell Soup	17,436.2	40,733.8	58,170.0
42. Quaker Oats	21,213.0	34,483.5	55,696.5
43. The Clorox	7,316.8	47,359.4	54,676.2
44. Norton Simon	15,152.7	37,487.8	52,640.5
45. Cheesebrough Ponds	5,104.5	46,051.1	51,155.6
46. Revlon	15,703.3	33,913.2	49,616.5
47. Schering-Plough	5,159.8	42,947.9	48,107.7
48. Int. Tel. & Tel.	30,971.5	16,659.1	47,630.6
49. American Cyanamid	8,788.4	36,839.8	45,628.2
50. Gulf & Western Inds.	21,189.8	24,322.2	45,512.0

NOTE: Investments classified as "Retail/Local" by BAR (i.e. General Foods investments for Burger Chief, investments by Sears, Roebuck & Co., McDonalds Corp., etc.) are included in the above tabulation.

	Spot TV	Network TV	Total TV
51. Union Carbide	4,017.0	40,914.3	44,931.3
52. S.C. Johnson & Son	8,891.2	34,266.5	43,157.7
53. Time Inc.	31,627.1	10,861.9	42,489.0
54. American Motors	15,629.1	26,024.3	41,653.4
55. K Mart	8,176.1	32,469.8	40,645.9
56. J.C. Penney	16,531.2	23,790.5	40,321.7
57. Volkswagenwerk A.G.	17,156.5	23,028.2	40,184.7
58. Bayer A.G.	4,660.3	35,219.7	39,880.0
59. UAL Inc.	25,824.9	13,792.8	39,617.7
60. Kimberly Clark	10,830.0	28,787.5	39,617.5
61. Hershey Foods	13,901.0	25,536.2	39,437.2
62. American Express	15,072.5	24,253.4	39,325.9
63. Honda Mtr. Co.	8,864.0	29,887.4	38,751.4
64. Tayo Kogyo Co.	10,736.8	26,709.7	37,446.5
65. CPC International	13,542.3	23,468.5	37,010.8
66. Greyhound	6,290.8	30,587.8	36,878.6
67. Noxell	3,772.4	31,527.6	35,300.0
68. Intl. Bus. Machines	4,342.5	29,700.2	34,042.7
69. Pfizer	1,499.4	32,486.6	33,986.0
70. TCF Holdings	9,618.3	22,771.1	32,389.4
71. General Electric	3,266.9	28,966.6	32,233.5
72. Wendy's Intl.	18,035.1	13,817.3	31,852.4
73. Polaroid	752.7	31,036.6	31,789.3
74. E. & J. Gallo Winery	4,474.5	26,411.6	30,886.1
75. Mobil	20,489.9	9,808.0	30,297.9
76. N. American Philips	6,720.6	23,527.2	30,247.8
77. Stroh Brewery	20,733.8	9,403.9	30,137.7
78. Smithkline/Beckman	2,439.5	27,596.8	30,036.3
79. MCA	9,505.4	20,467.0	29,972.4
80. National Enquirer	2,170.4	27,514.9	29,685.3
81. Royal Crown Cos.	23,420.7	4,801.9	28,222.6
82. RCA	8,805.2	19,126.5	27,931.7
83. Canon U.S.A.	6,103.9	21,618.1	27,722.0
84. IC Industries	15,071.4	11,998.6	27,070.0
85. Goodyear Tire & Rubber	11,679.8	15,290.7	26,970.5
86. U.S. Armed Forces	6.6	26,600.3	26,606.9
87. Milton Bradley	16,919.1	9,224.8	26,143.9
88. Pabst Brewing	19,567.7	6,152.4	25,720.1
89. Morton Thiokol	5,837.9	19,601.0	25,438.9
90. Coleco Industries	14,180.8	10,920.5	25,101.3
91. Carnation	8,992.2	15,746.8	24,739.0
92. Federated Dept. Stores	24,446.9	—	24,446.9
93. A.H. Robins Co.	22,484.9	1,540.1	24,025.0
94. Beatrice Foods	20,520.1	3,441.2	23,961.3
95. American Airlines	10,835.9	12,288.8	23,124.7
96. Dr. Pepper	11,263.9	10,991.3	22,255.2
97. The Seagrams Co.	8,410.1	13,754.6	22,164.7
98. GTE	16,604.5	5,339.7	21,944.2
99. MGM/UA Entertainment	13,087.2	8,752.2	21,839.4
100. Cosmair	4,097.5	17,430.0	21,527.5
TOTAL TOP 100	**$2,274,617.5**	**$4,912,882.4**	**$7,187,499.9**

SOURCE: Broadcast Advertisers Reports (BAR) as released by the Television Bureau of Advertising.